

Promotion:

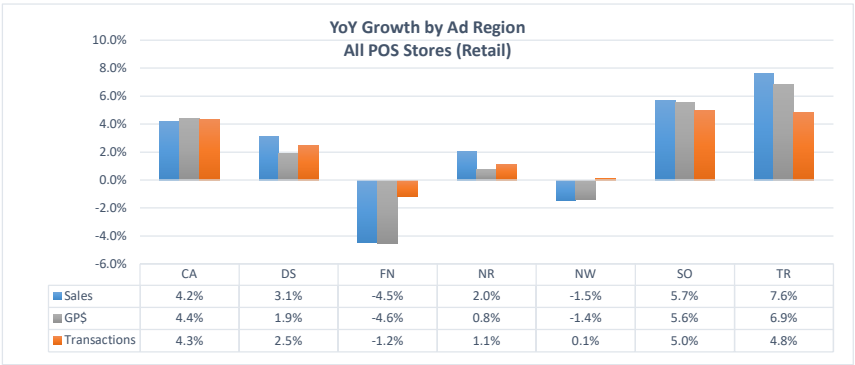
Dates: 6/28/2023 7/10/2023
Comparison Dates: 6/29/2022 7/11/2022
Duration: 13 days



Total Store Sales Results for All POS Stores			Promoted Sales as a % of Total Sales
Topline Metrics		% Inc (Dec)	
Total Store Sales		+1.4%	6.4%
Gross Profit \$		+1.0%	
Gross Profit %		-19.4%	
Total Store Transactions		+1.9%	
Average Transaction \$		-0.4%	

*The 25% off coupon drove 86,703 transactions and nearly \$3.7M in sales.

25% off <\$50 or \$12.50 off >\$50		
Coupon	Per Store Avgs	Per Transaction Avgs
Store Count	3,256	
Transactions	26.6	
Transaction Sales	\$1,159	\$43.51
GP\$	\$389	\$14.63
GP%	33.6%	33.6%
Coupons Redeemed	26.7	1.0
Coupon Expense	-\$150.80	-\$5.66



Top 10 SKU Results*								
Sales:		Per Store Avg	YoY Variance		Units:	Per Store Avg	YoY Variance	
81995	WILD BIRD FOOD 20# ACE	\$557.59	106.9%		81995	WILD BIRD FOOD 20# ACE	55.8	146.5%
8863581	GRILL SPIRIT II E310 LP	\$836.62	3.5%		8068779	LIQUID CHLORINATOR 1 GAL	36.7	11.7%
7010988	EGO BLWR/TRMR ELECT 15"H	\$487.25	36.5%		80783	HTH SHOCK TREAT 13.3OZ	17.5	25.7%
8068779	LIQUID CHLORINATOR 1 GAL	\$233.31	27.3%		8485609	WADE POOL BLU 45"D	9.7	5.4%
8037442	GRL GNSIS SAE325 INDG LP	\$1,190.32	-7.9%		7130057	CUTTER BUG FREE 32 OZ	9.5	21.7%
7637028	SMARTFLO MAXHOSE 5/8X100	\$193.66	22.0%		7317464	WEED&GRASS KILLER 1.1GAL	5.6	-4.1%
8024035	GRILL TIMBRLN 850 WP BLK	\$1,530.47	-22.9%		7551427	CUTTR BUG KILER FOG 16OZ	6.9	-25.4%
7317464	WEED&GRASS KILLER 1.1GAL	\$149.35	-2.6%		72468	BITTNG INSC T RPLNT 6OZ	5.5	-22.8%
8024034	GRILL TIMBERLINE 1300	\$1,844.14	-22.9%		74142	ROUNDUP W&G CONC 36.8OZ.	5.0	-20.9%
7637085	SMARTFLO MAX HOSE 5/8X50	\$144.65	13.7%		6809263	POCKET HOSE BLK 503/4"D	4.4	-3.4%

Transactions:		Per Store Avg	YoY Variance	Gross Profit Dollars:		Per Store Avg	YoY Variance
81995	WILD BIRD FOOD 20# ACE	28.6	78.9%	81995	WILD BIRD FOOD 20# ACE	\$153.08	45.7%
8068779	LIQUID CHLORINATOR 1 GAL	12.4	8.2%	8068779	LIQUID CHLORINATOR 1 GAL	\$88.80	19.0%
8485609	WADE POOL BLU 45"D	8.9	5.0%	8863581	GRILL SPIRIT II E310 LP	\$169.55	32.0%
80783	HTH SHOCK TREAT 13.3OZ	8.3	22.3%	80783	HTH SHOCK TREAT 13.3OZ	\$65.31	20.4%
7317464	WEED&GRASS KILLER 1.1GAL	5.4	-4.3%	8485609	WADE POOL BLU 45"D	\$57.46	-1.9%
6809263	POCKET HOSE BLK 503/4"D	4.8	-7.7%	6809263	POCKET HOSE BLK 503/4"D	\$47.10	-2.4%
74142	ROUNDUP W&G CONC 36.8OZ.	4.7	-19.5%	7317464	WEED&GRASS KILLER 1.1GAL	\$43.83	-9.4%
72468	BITTING INSC T RPLNT 6OZ	4.5	-18.9%	8037442	GRL GNSIS SAE325 INDG LP	\$241.75	-32.1%
7637085	SMARTFLO MAX HOSE 5/8X50	4.1	14.9%	7637028	SMARTFLO MAXHOSE 5/8X100	\$39.77	-14.5%
#N/A	#N/A	#N/A	#N/A	7637085	SMARTFLO MAX HOSE 5/8X50	\$39.59	3.5%

Top 10 Offers*							
Sales:		Per Store Avg	YoY Variance	Units:		Per Store Avg	YoY Variance
July Paint Event - BOGO 50% off C+K and Royal		\$1,441.15	-5.9%	2 for \$20 Wild Birdseed		55.8	146.5%
Buy 4+ Get 10% Off Sauces & Rubs		\$612.86	27.5%	Buy 4+ Get 10% Off Sauces & Rubs		56.5	24.2%
2 for \$20 Wild Birdseed		\$557.59	106.9%	BOGO 50% Off Purdy and Wooster		45.4	18.0%
Filtrete IS, 1000MPR \$2 1500MPR \$3		\$534.28	26.3%	Liquid Chlorine and Shock		48.6	35.4%
Cabot BOGO 50% July EVENT/RHB		\$581.54	-8.1%	July Paint Event - BOGO 50% off C+K and Royal		35.8	-11.0%
BOGO 50% Off Purdy and Wooster		\$430.31	7.4%	Filtrete IS, 1000MPR \$2 1500MPR \$3		29.7	23.8%
Weber Griddle		\$848.78	-27.1%	July 23 Stops Rust RHB		23.7	-3.8%
Traeger Timberlines & Accessories		\$988.76	99.0%	Insect Repellents		11.1	-22.4%
Market Umbrellas and Bases		\$405.60	-5.3%	April Pocket Hose Deal		10.4	3.1%
April Pocket Hose Deal		\$345.26	-1.1%	Duracell Batteries		9.9	-5.0%

Transactions:		Per Store Avg	YoY Variance	Gross Profit Dollars:		Per Store Avg	YoY Variance
Buy 4+ Get 10% Off Sauces & Rubs		35.5	24.5%	July Paint Event - BOGO 50% off C+K and Royal		\$553.95	-7.2%
2 for \$20 Wild Birdseed		28.6	78.9%	Buy 4+ Get 10% Off Sauces & Rubs		\$244.42	24.7%
BOGO 50% Off Purdy and Wooster		27.5	4.4%	BOGO 50% Off Purdy and Wooster		\$197.98	-5.8%
July Paint Event - BOGO 50% off C+K and Royal		22.7	-10.3%	Filtrete IS, 1000MPR \$2 1500MPR \$3		\$176.35	17.4%
Filtrete IS, 1000MPR \$2 1500MPR \$3		19.2	26.2%	Cabot BOGO 50% July EVENT/RHB		\$212.14	-15.4%
Liquid Chlorine and Shock		17.6	28.1%	2 for \$20 Wild Birdseed		\$153.08	45.7%
July 23 Stops Rust RHB		12.9	-4.7%	Liquid Chlorine and Shock		\$138.50	36.3%
April Pocket Hose Deal		11.0	-2.8%	April Pocket Hose Deal		\$120.98	0.1%
Your Choice Trash Bags for \$9.99		9.2	-6.3%	Weber Griddle		\$170.33	-48.3%
Duracell Batteries		8.8	-3.6%	Market Umbrellas and Bases		\$95.95	-37.0%

Instant Savings							
Instant Savings:		Total	Per Store Avg	Top 10 Instant Savings Items (OFFER):		IS Value	IS Quantity
Store Count		4,003		Filtrete IS, 1000MPR \$2 1500MPR \$3		\$72,868	36,425
Instant Savings Units Sold		227,236	56.8	Filtrete IS, 1000MPR \$2 1500MPR \$3		\$76,500	25,496
Instant Savings Dollar Value		\$952,269	\$237.89	Insect Repellents		\$50,746	25,370
Top 5 Instant Savings Items (SKU):		IS Value	IS Quantity	\$4 Off Roundup		\$98,531	24,629
7317464	WEED&GRASS KILLER 1.1GAL	\$50,220	12,553	Your Choice Trash Bags for \$9.99		\$48,138	24,068
74142	ROUNDUP W&G CONC 36.8OZ.	\$48,312	12,076	Duracell Batteries		\$23,281	23,280
72468	BITTING INSC T RPLNT 6OZ	\$20,874	10,436	\$4 IS Trash Can		\$41,684	10,420
7637028	SMARTFLO MAXHOSE 5/8X100	\$98,830	9,883	Teknor Hoses 50' & 100'		\$98,830	9,883
7637085	SMARTFLO MAX HOSE 5/8X50	\$49,266	9,854	Your Choice Sevin Insecticide \$2 OFF (3# Dust or RTS)		\$19,730	9,864
				Teknor Hoses 50' & 100'		\$49,266	9,854

*POS Transmitting Stores